

STATE UNIVERSITY OF NEW YORK  
COLLEGE OF TECHNOLOGY  
CANTON, NEW YORK



## MASTER SYLLABUS

### BSAD 373 – INTERNATIONAL BUSINESS MANAGEMENT

For available course numbers, contact the Registrar's Office at [registrar@canton.edu](mailto:registrar@canton.edu)

#### **CIP Code: 52.1101**

For assistance determining CIP Code, please refer to this webpage

<https://nces.ed.gov/ipeds/cipcode/browse.aspx?v=55>

or reach out to Sarah Todd at [todds@canton.edu](mailto:todds@canton.edu)

**Created by: Charles Fenner**

**Updated by: Nicholas C Kocher (clerical update)**

**SCHOOL OF BUSINESS & LIBERAL ARTS  
BUSINESS DEPARTMENT  
FALL 2024**

A. TITLE: International Business Management

B. COURSE NUMBER: BSAD 373

C. CREDIT HOURS (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity):

# Credit Hours per Week	<b>3</b>
# Lecture Hours per Week	<b>3</b>
# Lab Hours per Week	
Other per Week	

D. WRITING INTENSIVE COURSE:

Yes	
No	x

E. GER CATEGORY:

Does course satisfy a GER category(ies)? If so, please select all that apply.

[1-2] Communication	
[3] Diversity: Equity, Inclusion & Social Justice	
[4] Mathematics & Quantitative Reasoning	
[5] Natural Science & Scientific Reasoning	
[6] Humanities	
[7] Social Sciences	
[8] Arts	
[9] US History & Civic Engagement	
[10] World History & Global Awareness	
[11] World Languages	

F. SEMESTER(S) OFFERED:

Fall	
Spring	
Fall and Spring	x

G. COURSE DESCRIPTION:

The course enhances the student's ability to operate in a global market. This course grounds the student in global marketing, strategy, human resource management. Students develop a strong understanding of international culture and ethical issues when taking a local business global. This course teaches students to use an organization's global resources and logistics to enable the organization's global strategy.

H. PRE-REQUISITES: ENG 101 and ECON 101

CO-REQUISITES: None

I. STUDENT LEARNING OUTCOMES:

Course Student Learning Outcome [SLO]	Program Student Learning Outcome [PSLO]	GER	ISLO & Subsets
a. Explain the major issues of globalization and doing business in the global business environment of the 21 <sup>st</sup> century	5. Global Perspective		4 – GL
b. Interpret how a country's political, economic and cultural differences affect global trade.	5. Global Perspective		4 – IK
c. Evaluate effective entry methods into a country's economy	5. Global Perspective		4 – GL
d. Analyze how price, product, place and promotion affect a global marketing strategy	5. Global Perspective		4 – GL
e. Integrate global human resources, logistics and planning into a cohesive international business strategy.	5. Global Perspective		4 – GL

KEY	<b><u>Institutional Student Learning Outcomes</u></b> <b><u>[ISLO 1 – 5]</u></b>
ISLO #	ISLO & Subsets
<b>1</b>	<b>Communication Skills</b> Oral [O], Written [W]
<b>2</b>	<b>Critical Thinking</b> <i>Critical Analysis [CA], Inquiry &amp; Analysis [IA] , Problem Solving [PS]</i>
<b>3</b>	<b>Foundational Skills</b> <i>Information Management [IM], Quantitative Lit, /Reasoning [QTR]</i>
<b>4</b>	<b>Social Responsibility</b> <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
<b>5</b>	<b>Industry, Professional, Discipline Specific Knowledge and Skills</b>

J. APPLIED LEARNING COMPONENT:

Yes	x
No	

If yes, select [X] one or more of the following categories:

Classroom / Lab	x	Community Service	
Internship		Civic Engagement	
Clinical Practicum		Creative Works/Senior Project	
Practicum		Research	

Service Learning		Entrepreneurship [program, class, project]	
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K. TEXTS:

Hill, C. W. L. (2022). International business: Competing in the global marketplace (14th ed., Loose-leaf). McGraw Hill.

Morrison, T., & Conaway, W. A. (2006). *Kiss, bow, or shake hands: The bestselling guide to doing business in more than 60 countries* (2nd ed.). Adams Media.

L. REFERENCES: None

M. EQUIPMENT: Technology Enhanced Classroom

N. GRADING METHOD: A - F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

- Exams
- Quizzes
- Papers
- Participation

P. DETAILED COURSE OUTLINE:

I. Globalization

- a. Globalization of Business
- b. Changing Demographics
  1. Divergence
  2. Convergence
  3. Cross-Vergence

II. Country Differences

- a. National Economy Differences
  1. Political
    - a. Totalitarian
    - b. Democratic
  2. Economic
    - a. Command
    - b. Free Market
  3. Legal
    - a. Civil Law
    - b. Contract Law
- b. National Cultural Differences
  1. Social Structures
  2. High/Low Context Languages
  3. Spatial Differences
  4. Task vs. Relationship Orientation
- c. National Ethical Differences

1. Bribery
  2. Human Rights
  3. Pollution
  4. Utility vs. Duty
- d. Government and International Business
1. Tax Policies
    - a. Value Added Tax
    - b. Sales Tax

## II. Global Competition in the Market Place

- a. International Business Strategy
  1. Global Expansion
    - a. Creating Value
    - b. Oneness of the Multinational Corporation
  2. Strategy Types
  3. Strategic Alliances
- b. Business Planning and Entrepreneurship
  1. Business Plan
  2. Entrepreneurship in a Global Environment
- c. Foreign Market Entry
  1. Entry Modes
  2. Acquisitions
  3. Franchises/Joint Ventures
- d. Globalizing Production and Logistics
  1. Country Factors
  2. Buy or Make?
  3. Moving Products Across Borders
- e. Globalizing Marketing
  1. International vs Local
  2. Culture
  3. The Four P's
- f. Globalizing Human Management
  1. Recruitment
  2. Staffing
  3. Training
  4. Outsourcing
- g. Technology and Global Business
  1. Cooperation Across Boundaries
  2. Global Decision Making

Q. LABORATORY OUTLINE: None